



CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 7 October 2005

By: Laurie A. Torres  
Laurie A. Torres

2161  
\$

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 5900 : Group Art Unit: 2161  
Appln. No.: 09/807,887 : Examiner: Coby, Frantz  
Filing Date: 19 April 2001 : Att'y. Docket No.: T706-11  
Title: Consumer Profiling and Advertisement Selection System

AMENDMENT

This paper is being filed in response to the Office Action dated September 26, 2005. A Terminal Disclaimer under 37 C.F.R §1.321(b), a Statement under 37 C.F.R. 3.73(b) and copies of related assignment documents are being submitted herewith.

Please amend the above-identified patent application, without prejudice, as follows: